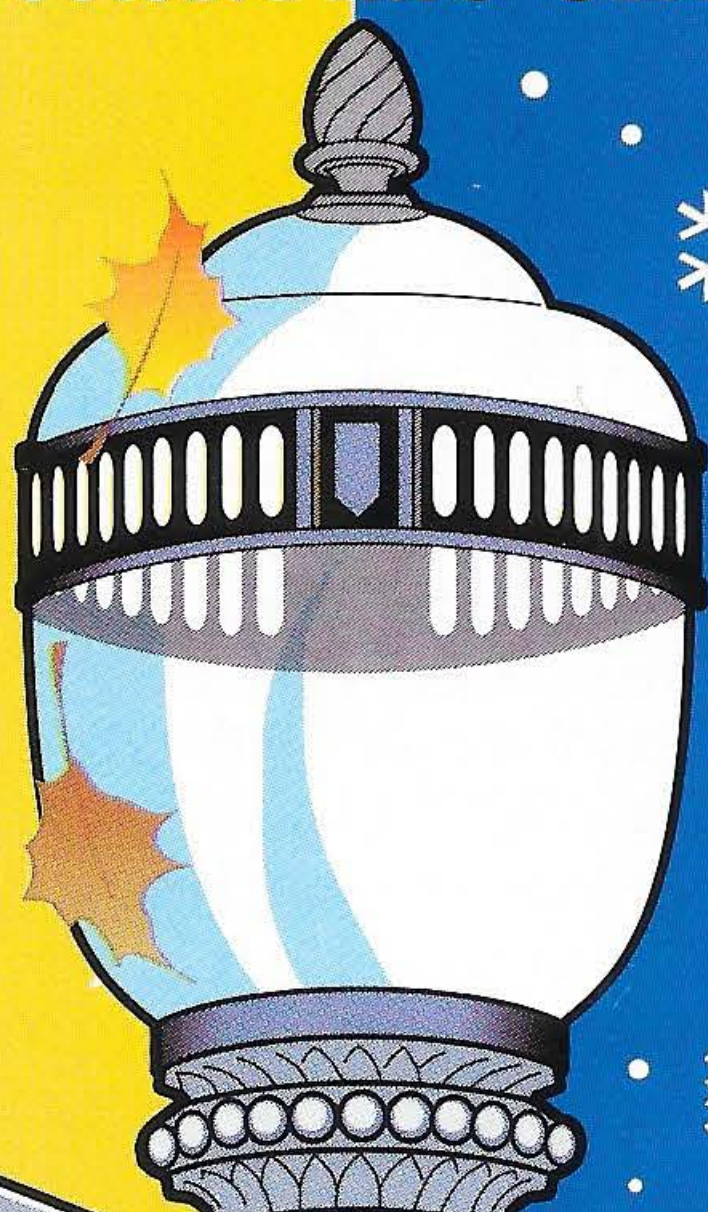


HERSHEY®

The Sweetest Place On EarthSM



COCOA AVE

CHOCOLATE AV

*For All
Seasons*

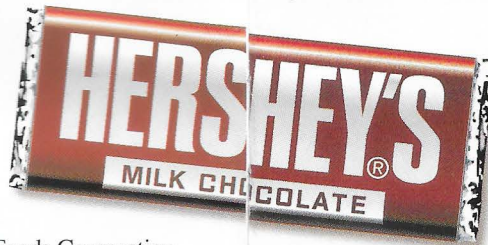
HERSHEY, PENNSYLVANIA

*September
1998*

*April
1999*

Welcome to Hershey

A TOWN AS SWEET AS ITS NAME



Here you'll find excitement any time of the year. Start with a visit to **HERSHEY'S CHOCOLATE WORLD®**, the official visitors center of Hershey Foods Corporation, where you will travel like a cocoa bean in an all-new simulated factory tour ride that lets you experience how **HERSHEY'S** chocolate is made. It's open year round and absolutely FREE.

HERSHEYPARK® is not just for summer anymore. Open weekends in the fall, it becomes colorful with fall foliage. Weekends in October, "HERSHEYPARK in the Dark," is the free admission, pay-as-you-ride Halloween version and features **CREATURES OF THE NIGHTSM** at **ZOOAMERICA®**. Then, for the holidays, one million lights transform **HERSHEYPARK** into Christmas Candyland, also free admission and pay-as-you-ride.

ZOOAMERICA® North American Wildlife Park is open year round and the cooler temperatures mean lots of activity at this 11-acre walk-through zoo featuring more than 200 animals from 5 regions of North America.

If golf is your game, you will find fall the perfect time of the year to play. With 72 holes of championship golf available through December, you'll see why we're "The Golf Capital of Pennsylvania."

There is a spectacular lineup of family shows and concerts booked for **HERSHEYPARKSM** Arena, also home to **HERSHEY BEARS® AHL** hockey from October through March. Or, if theater is your taste, Hershey Theatre offers Broadway productions in fall and winter.

At Hershey Museum, you'll get the whole story of Milton Hershey and "The

Town Built on Chocolate." Special exhibits and activities are planned for the holidays.

You'll find world class accommodations at **THE HOTEL HERSHEY®** and **THE HERSHEY®** Lodge. Both resorts offer holiday packages and delightful theme winter escape weekends January through April.

There is always a sweet adventure waiting for you in **HERSHEY®, THE SWEETEST PLACE ON EARTHSM**.



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Fall Weekends

**September 5-7,
12-13, and 19-20**

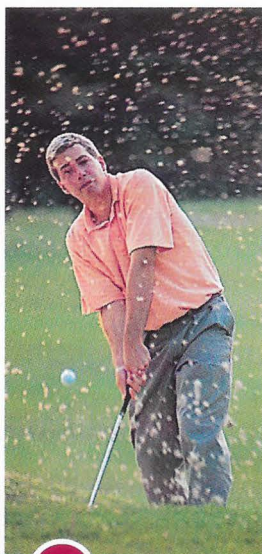
HERSHEYPARK – featuring Pennsylvania's only steel looping inverted coaster, GREAT BEARSM. On these fun-filled fall weekends, you'll enjoy shorter lines and more comfortable weather. It's a terrific time to enjoy the non-stop excitement of America's sweetest amusement park.



Antique Auto Club of America Fall Meet And Flea Market October 8-10

This annual event takes place on the grounds surrounding HERSHEY PARK. It's an annual event that draws car enthusiasts from all over the world. Along with some of the finest antique and classic cars, you'll find treasures in the world's largest antique car flea market.

Fall Golf September-December



You'll love the links in Hershey, the "Golf Capital of Pennsylvania." And for many, the cooler weather and brilliantly colored foliage makes fall their favorite time. The famous West Course at The Country Club of Hershey has attracted top professionals for many years. The East Course offers spectacular layouts with breathtaking views of the countryside. The South Course has been consistently rated by *Golf Digest* as one of the top public courses in America. And, just as unique, is the scenic 9-hole course surrounding THE HOTEL HERSHEY. See page 22 for package information.

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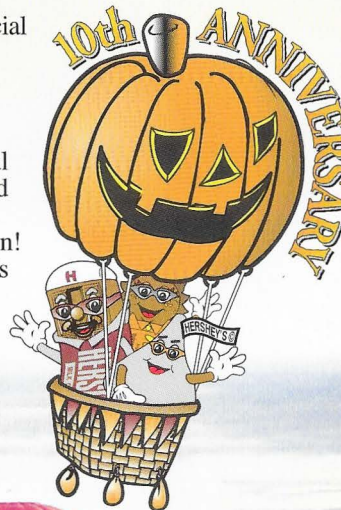
www.800hershey.com



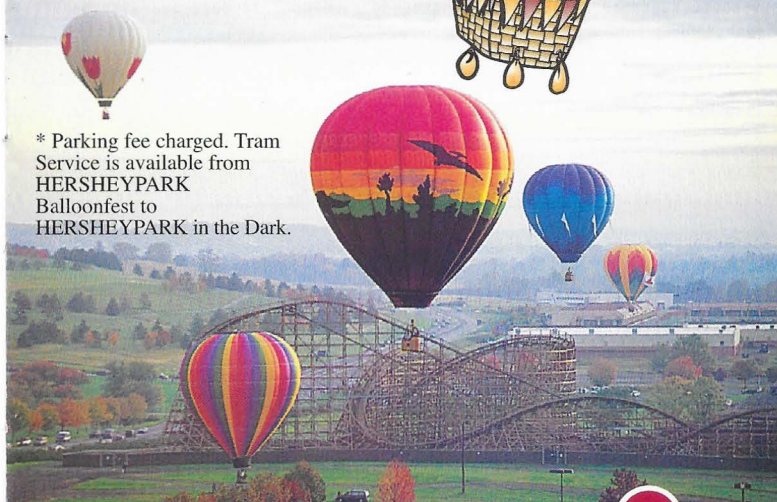
HERSHEYPARK Balloonfest October 23-25

The sky will be decorated morning and night with dozens of hot-air balloons during the 10th annual HERSHEY PARK Balloonfest. You'll see colorful and unusually shaped balloons filling the sky over the scenic countryside. In the evenings, special "Balloon Glows" make this a magical place.

Amusement rides, live entertainment, hay rides, special demonstrations, craft vendors and plenty of food round out this spectacular weekend of family fun! This event is held on the grounds near HERSHEY'S CHOCOLATE WORLD. Admission is FREE*, just pay as you ride.



* Parking fee charged. Tram Service is available from HERSHEY PARK Balloonfest to HERSHEY PARK in the Dark.

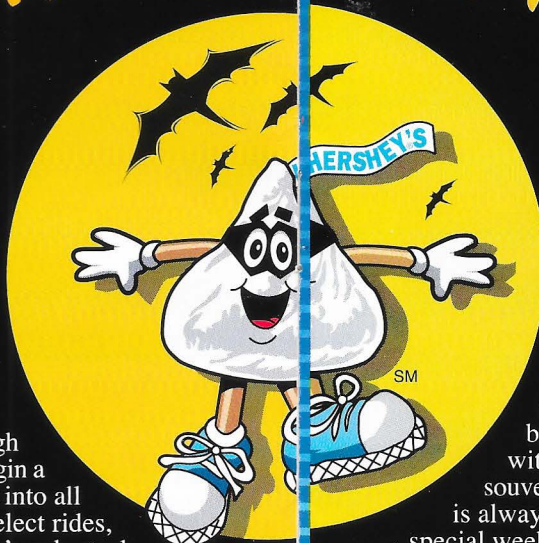


1-800-HERSHEY

5

HALLOWEEN IN HERSHEY

**Oct. 23-25
and
Oct. 30-Nov. 1**



**Fri. and Sat.
5 to 10 p.m.
Sun. 5 to 9 p.m.**

For two weekends in October, experience **HERSHEYPARK® In The Dark**. This all-new event includes **FREE** admission* and features the Park decorated for the season. Just enter through the Main Gate of **HERSHEYPARK** to begin a night of thrills and chills as you journey into all the night has to offer. Pay as you ride select rides, including **GREAT BEARSM**, Pennsylvania's only steel-inverted looping coaster.

Continue the fun in the dark as you enter **CREATURES OF THE NIGHT** at **ZOOAMERICA**. An admission fee is charged as you cross the bridge to begin this educational journey. Bring your flashlight to witness the nocturnal habits of more than 200 animals native to North America. You'll see them like you've never seen them before.

HERSHEYPARK
in the **DARK**
featuring
CREATURES OF THE NIGHTSM
at **ZOOAMERICA**

* Parking fee is charged.
Tram service provided.

Your trip must include a stop at **HERSHEY'S CHOCOLATE WORLD®**, your Halloween headquarters. Visit the re-designed chocolate-making tour ride, then browse the village of charming shops filled with your favorite **HERSHEY® S** products, souvenirs and collectibles. **CHOCOLATE WORLD** is always free and open from 9 a.m. to 9 p.m. these special weekends.

All kids, 12 and under, can participate in **HERSHEY'S Trick-or-Treat Adventure**. The fun starts at **HERSHEY'S CHOCOLATE WORLD** where you pick up your trick-or-treat bag and adventure map. The map is your guide to all the sweet stops throughout **CHOCOLATE WORLD** and **HERSHEYPARK In The Dark**.

Halloween Breakfast with the HERSHEY'S® Product Characters

Oct. 17, 18, 24, 25, 31 8:30 a.m.

Join the **HERSHEY'S** Product Characters for a special Halloween breakfast at **HERSHEY'S CHOCOLATE TOWN CaféSM**. Don't forget to wear your costume and participate in the trick-or-treat parade. Buffet breakfast, entertainment and trick-or-treat parade included in one admission price. Reservations required. Call (717) 533-2917.

\$5.99

Children 3-8

\$8.99

Ages 9 and up



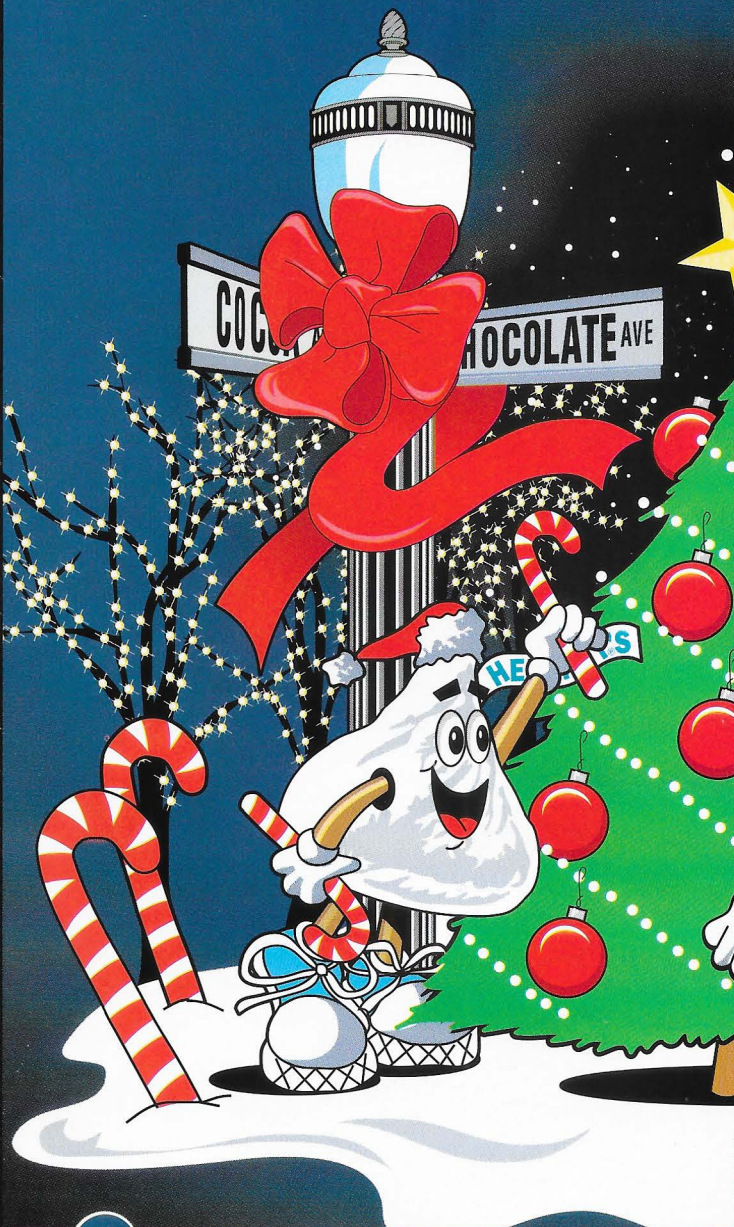
Halloween Party!



Join us at **HERSHEY'S CHOCOLATE TOWN Café** for a delightfully haunted Halloween Party on Oct. 31 from 6:30 to 8 p.m. Please call (717) 533-2917 for details and reservations.

Christmas in

November 13, 1998-January 2, 1999



Hershey

Join us for the
most festive
time of the year
in Hershey!



Our Warmest Season

Discover this annual town-wide Christmas celebration that features **HERSHEYPARK** magically transformed into Christmas Candylane. More than one million twinkling lights set the scene for your holiday adventure. **HERSHEY'S** Product Characters come to life. Carolers and brass ensembles stroll our lanes.

At Tudor Village you'll find exquisite handcrafted gifts, plus **HERSHEY'S** chocolate. It's the easiest way to shop! Leave behind the hustle and bustle of the malls. You can even shop while the kids ride!

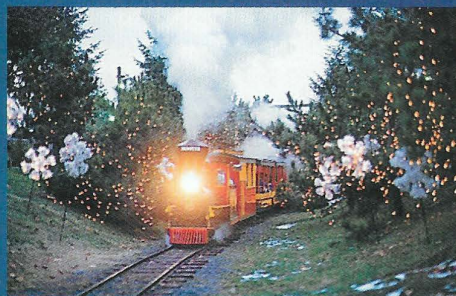


Admission is **FREE!** Just pay-as-you-ride select rides including The Candylane Twilight Express, a real steam-powered train ride through Santa's Magical Forest. There are over a dozen rides just for kids or take a spin in our horse-drawn carriage.

Santa will make his home here, along with his 8 tiny live reindeer and, of course, Rudolph! Santa's Stables features

these fascinating animals up close.

Our heated theatre features "A Music Box Christmas," the song and dance revue

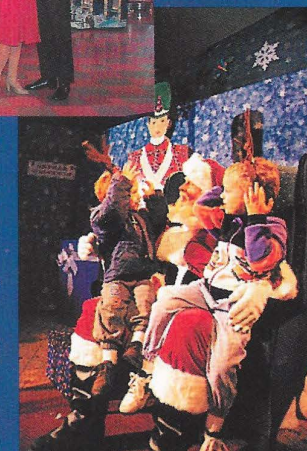


with a Christmas twist. Our cast will warm your heart in this all-NEW holiday revue.

Enjoy the recently redesigned free automated chocolate-making tour-ride, a charming shopping village and mouth-watering chocolate treats, all at **HERSHEY'S CHOCOLATE WORLD****. Plan to attend "Breakfast with Santa" and the **HERSHEY'S** Product Characters at the **HERSHEY'S CHOCOLATE TOWN Café**, a family restaurant in a whimsical chocolate-theme setting.

Relive the joys of Christmas past at the Hershey Museum where dozens of trees are festooned with twinkling lights and unique, hand fashioned ornaments. Here, you'll discover the saga of the town "Built on Chocolate" and the incredible legacy of Milton S. Hershey. This season, a miniature train and trolley exhibit showcases Hershey in the roaring 20's and features many famous Hershey landmarks.

From twinkling lights to twinkling eyes...there are enough family memories here to last a lifetime. Make your holiday extra special by sharing in the magical experience of Christmas In Hershey. See pages 22 and 23 for package information.



HERSHEYPARK CHRISTMAS CANDYLANE 1998 Schedule*

NOVEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Jan 1	Jan 2

 12:00 Noon to 9:00 p.m.
 5:00 p.m. to 9:00 p.m.
 12:00 Noon to 5:00 p.m.
 12:00 Noon to 10:00 p.m.
 5:00 p.m. to 10:00 p.m.

* Weather permitting. Christmas Candylane is closed December 25. Hours, rides, entertainment and attractions are subject to change without notice. Admission is free. Pay-as-you-ride. Daily parking fee charged. Additional fee for "A Music Box Christmas" show and Hershey Museum.

** Open daily year round except Christmas Day. (Hours vary.) Closing hours are the same as **HERSHEYPARK** Christmas Candylane.

NEW YEAR'S EVE



New Year's Eve with Hershey Resorts

Ring in the New Year was never as sweet as this! Special packages include overnight accommodations, dinner, champagne toast, dessert reception, dancing to live entertainment and a New Year's Day breakfast. See pages 22 and 23 for package information.

New Year's Eve is for kids too!

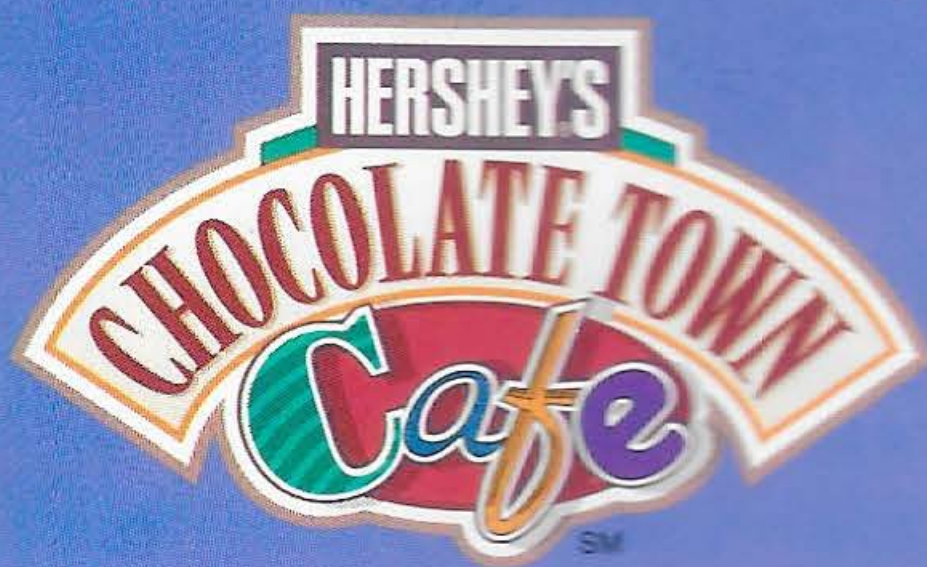
December 31, 1998

HERSHEY'S CHOCOLATE TOWN CAFE will host the ultimate party for kids of all ages - "New Year's Eve Comes

Early," at 7 p.m. that is!

You and your family will enjoy a buffet dinner, complete with party favors, faux champagne, live, interactive entertainment, appearances from the

HERSHEY'S Product Characters and a mock countdown to the New Year with a balloon drop! Parents, this party wraps up in plenty of time for you to do your own "partying."



Adults \$19.99 and Kids (3-8) \$9.99, kids 3 and under are free. Tax and gratuity are additional. Prepayment and reservations required. (717) 533-2917.

HERSHEYPARK
SPORTS AND ENTERTAINMENT COMPLEX
 ARENA • STADIUM • STAR PAVILION

Schedule of Events

PHILADELPHIA FLYERS VS. PITTSBURGH PENGUINS
 NHL EXHIBITION
 September 26, 7:30 p.m.

SYRACUSE CRUNCH VS. HERSHEY BEARS
COLORADO AVALANCHE VS. PITTSBURGH PENGUINS
 AHL/NHL EXHIBITION
 October 3, 3 p.m.

WWF
 October 11, 5 p.m.

MICHAEL W. SMITH
 October 29, 7:30 p.m.

WALT DISNEY'S WORLD ON ICE
"THE LITTLE MERMAID"
 November 11-15

SUPERTONES
 November 20, 7:30 p.m.

VINCE GILL CHRISTMAS SHOW
 December 10, 7:30 p.m.

NEWSBOYS
 December 12, 8 p.m.

PIAA STATE FOOTBALL FINALS
 December 11, 2 p.m.(A)
 & 7 p.m.(AAA)
 December 12, noon (AA)
 & 5 p.m.(AAAA)

SESAME STREET LIVE
 January 7 - 10

CHAMPIONS ON ICE
 January 17, 3 p.m.

MID-PENN WRESTLING CHAMPIONSHIPS
 January 21-23

HARLEM GLOBETROTTERS
 February 16, 7:30 p.m.

PIAA WRESTLING FINALS
 March 11-13

WALT DISNEY'S WORLD ON ICE
 March 17-21

PIAA BASKETBALL FINALS
 March 26-27

STARS ON ICE
 March 30

The **HERSHEY BEARS** of the American Hockey League are in action most Wednesday, Saturday and Sunday nights at **HERSHEYPARK Arena**.

For additional information call the **HERSHEYPARK Arena Box Office**

717-534-3911

All events are subject to change.



HERSHEY THEATRE

First opened in September 1933, now celebrating its 65th season, the historic Hershey Theatre offers world-renowned entertainers, Broadway musicals, dance, opera and more.

Spirit of the Dance
 October 10, 2 & 8 p.m.

Victor Borge in "Comedy in Music"
 October 24, 2 & 8 p.m.

"Bully,"
starring John Davidson
 October 30, 8 p.m.

House of Blues Concert
 November 7, 8 p.m.

JOLSON, The Musical
 November 10-15 (Eight performances)

"CHICAGO"
 December 8-13 (Eight performances)

The Acting Company in Moliere's "TARTUFFE"
 Saturday, 8 p.m.

Cirque Ingenieux
 February 6, 8 p.m.

Big Band '99 - The Fabulous Dorseys
 February 12, 8 p.m.

Canadian Brass
 February 20, 8 p.m.

"FAME" - The Musical
 March 9-14 (Eight performances)

New York City Opera Company
presents "Madama Butterfly"
 March 19, 8 p.m.

Comedians David Brenner & Robert Klein
 March 26, 8 p.m.

"SUNSET BOULEVARD,"
 April 13-18 (Eight performances)

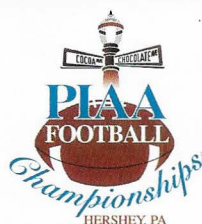
For ticket information call **(717) 534-3405**

HERSHEY MUSEUM

5th Annual Christkindlmarkt
December 4-6, 1998

Experience a traditional German Christmas market during this annual festive weekend. German food, entertainment and Pennsylvania German arts and crafts featured both indoors and outside will put you in the holiday spirit. Event is included in Museum admission.

For details on all of our holiday programs, call **717-534-3439**



HERSHEY
 Home To
PIAA

Pennsylvania High School Athletic Excellence



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www.800hershey.com

1-800-HERSHEY

15



*Do something
you love in
4-Diamond
luxury at one of America's
finest historic hotels. Enjoy
panoramic views, exquisite
Mediterranean architecture,
superb accommodations, a
full range of amenities, and
fine dining in two of Central
Pennsylvania's most
renowned restaurants.*



*The
Hotel Hershey®*



A Winter on the Hill



*There's something special for
everyone in fifteen theme weekends
of relaxation, romance and fun at
THE HOTEL HERSHEY. This is the
perfect place, and the ideal
opportunity, to get away from it all
and enjoy a "Winter on the Hill."*



A Winter on the



Hill

Warm Winter Nights

January 8-10, 15-17, 22-24 and 29-31

Snuggle up in luxury and take in the sweet things THE HOTEL HERSHEY® has to offer. We will welcome you with a sweet surprise in your room, treat you like royalty with dinner in the gracious Circular Dining Room, followed by a wine tasting in the Iberian Lounge and even deliver breakfast to your room the next morning. We will wish you good night with HERSHEY'S KISSES® chocolates...so you can dream happily about your romantic carriage ride** through a Hershey winter wonderland. From \$129*



Big Band Weekends

February 5-7 and March 12-14



Enjoy fine dining and dancing the way it was meant to be as you swing to the sweet sounds of Big Band music all weekend long. Enjoy a sing-along and dinner in the Circular Dining

Room, followed by a Sweet Dreams Social. There are even dance lessons for those who feel they're a step or two behind. Come out and cut a rug. From \$139*

A Weekend of Romance

February 12-15 (Two-night minimum required.)

Fall in love all over again at the romantic HOTEL HERSHEY. We will set the stage while you enjoy the pleasures of a Valentine's Day weekend spent in luxury. You will dance and dine by candlelight and indulge in sweet extras like a trolley ride through the charming town of Hershey, a pastry workshop, a wine tasting, a massage workshop, and, of course, breakfast delivered to your room the next morning. From \$159*



Chocolate Lovers Weekend

February 19-21 (Two-night minimum required.)



A must for chocoholics of all ages! This is our favorite weekend in Hershey. You will enjoy gourmet food, great fun, and chocolate-covered everything! Take in chocolate

workshops, lectures, games and a Chocolate Lover's Dance. How sweet it is! From \$159*

Kids Are Sweet Weekend

February 26-28

This weekend the kids are in charge! They are our special guests, and you will love it as we entertain them. They will enjoy arts and crafts, games, visits from the HERSHEY'S Product Characters, cake decorating, sundae making, and other fun activities found only at HERSHEY'S KISS® Camp. There will be plenty of activities for the entire family to share. From \$139*



Food & Wine Weekend

March 5-7 (Two-night minimum required.)

Champagne house Gloria Ferrer and guest Chef Jim Coleman, from The Rittenhouse Hotel in Philadelphia, will pair wines from around the world and eclectic foods to make this weekend a treasure for the true connoisseur. Themed activities are numerous, including a choice of an excursion to a winery, to a microbrewery, or an in-house chocolate workshop!

Enjoy culinary demonstrations, a gourmet wine marker's dinner, and a non-alcoholic wine & champagne tasting. So tasteful...and so much fun! From \$199*



Spring Break Weekends

March 19-21 and 26-28; April 9-11 and 16-18



Revive your senses with the freshness of spring at THE HOTEL HERSHEY. Enter our picturesque landscape and be taken away to a colorful world. We will welcome you with a sweet surprise in your room, treat you to a gourmet dinner in our legendary

Circular Dining Room, spoil you with breakfast delivered to your room and dazzle your taste buds with a wine tasting in our Iberian Lounge...all because it's Spring! From \$149*

Family Easter

April 2-4 (Two-night minimum required.)

Celebrate this holiday with your family at THE SWEETEST PLACE ON EARTH. All will enjoy a variety of festive activities including a trolley ride through the town of Hershey, a country carnival, a family sing-along, an ice cream social, bunny races, and a classic Easter Egg Hunt. From \$159*



Themed weekend packages include overnight accommodations, breakfast, dinner, all taxes and gratuities, and exciting events for adults and families, along with full use of the indoor pool, whirlpool, sauna and exercise facilities. *Prices are per person, per night, based on double occupancy. Single occupancy rates available. Rates subject to change and based on availability. Minimum night stay may be required on some packages.

**Carriage rides are weather permitting and available for an additional fee.

Themed Weekends at the
HERSHEY
LODGE ®
AND CONVENTION CENTER

Keystone Chocolatefest Weekend



February 6-7

Celebrate Valentine's Day early with a romantic, chocolate weekend at THE HERSHEY Lodge. Dance until midnight at the first ever, Chocolate Ball, an elegant, black tie affair including dinner, dancing and a live auction of romantic items. Then, get plenty of rest for the next days events – breakfast at THE HERSHEY Lodge, an exclusive Chocolatefest premiere and an afternoon of chocolate sampling, entertainment and fun at the fourth annual Chocolatefest. Literally eat your way around a room filled with chocolate creations from both professional and novice chocolatiers! Proceeds from the Chocolate Ball and Chocolatefest support The Keystone Partnership, a family of non-profit organizations. From **\$199.***

A Weekend of Romance



February 12-15

The newly renovated HERSHEY® Lodge is the perfect place to celebrate Valentine's Day. Enjoy each other as you stroll through our beautiful lobby and snuggle next to our 4-sided fireplace or go for a swim in our indoor heated pool. We'll spoil you with a romantic dinner, strawberries and champagne at turndown, a beautiful room and treat you to breakfast the next morning.

From **\$105.***

Family Easter



April 2-4 (Two-night minimum required.)

Celebrate with your entire family at THE HERSHEY Lodge. Our 2 night package includes a reception, dinner, accommodations, breakfast, family activities, a visit to the Hershey Museum, a carnival and Sunday Brunch. The family will make wonderful memories this weekend.

From **\$109.50.***

Themed weekend packages include overnight accommodations, breakfast, dinner, all taxes and gratuities, and exciting events for adults and families, along with full use of the indoor pool, whirlpool, sauna and exercise facilities.

*Prices are per person, per night, based on double occupancy. Single occupancy rates available. Rates subject to change and based on availability. Minimum night stay may be required on some packages.

HERSHEY® Resorts Fall and Holiday Packages

From the elegant old-world charm of THE HOTEL HERSHEY to the brand new comforts of THE HERSHEY Lodge, you'll find the perfect setting for collecting precious holiday memories with



GOLF PACKAGES

Choose one round of 18-holes from a variety of challenging and very scenic courses in Hershey - "The Golf Capital of Pennsylvania." (Includes dinner and breakfast.)

September 7 - November 12, 1998. From \$229†

November 13 - December 31, 1998. From \$219†

HERSHEYPARK IN THE DARK

October 23 - 25, and October 30 - November 1

Treat your family to a nighttime adventure at HERSHEY PARK in the Dark featuring CREATURES OF THE NIGHT at ZOOAMERICA. (Includes breakfast and tickets to select rides and CREATURES OF THE NIGHT.) From \$119†

CHRISTMAS IN HERSHEY

November 13 - December 31

Choose between the Classic and Deluxe Christmas in Hershey packages. There's free shuttle transportation to HERSHEY PARK Christmas Candylane, and don't forget to make reservations for breakfast or lunch with Santa*. (Both include admission to Hershey Museum.) From \$129†

CHRISTMAS WITH DICKENS

December 13-15

Create holiday memories with your family as you spend a restful night at the festively decorated HOTEL HERSHEY and enjoy a masterful performance of "A Christmas Carol" by Gerald Charles Dickens, great-grandson of Charles Dickens. From \$109**

13th ANNUAL TEDDY BEAR JUBILEE

December 28 - 30

(Two-night minimum stay required.)

Kids of all ages will love this very special event, complete with a teddy bear parade, a teddy bear picnic and a teddy bear contest! Choose between the Classic and Deluxe Teddy Bear Packages. (Both include admission to Hershey Museum.) From \$119†

NEW YEAR'S EVE CELEBRATION

December 31 - January 1

Ring in the New Year in grand style at THE HOTEL HERSHEY. Both the Circular Dining Room and the Iberian Lounge will be outfitted in all their finery for the arrival of 1999! You will enjoy an hors d'oeuvres reception, champagne toast, dancing to top named entertainment (Big Band entertainment on January 1, 1999) and a gourmet dinner including our Sweet Hershey Dessert Reception in the Fountain Lobby...and a bountiful breakfast the next morning. From \$199**

your family. These two first-class resorts offer a variety of affordable overnight packages with specially planned holiday events. For the camping enthusiasts, HERSHEY® Highmeadow Campground is open year-round.



HERSHEYPARK IN THE DARK

October 23 - 25 and October 30 - November 1

Treat your family to a nighttime adventure at HERSHEY PARK in the Dark featuring CREATURES OF THE NIGHT at ZOOAMERICA. (Includes tickets to select rides and CREATURES OF THE NIGHT.) From \$79†

CLASSIC CHRISTMAS IN HERSHEY

November 13 through December 31

There's free shuttle transportation to HERSHEY PARK Christmas Candylane, and don't forget to make reservations for breakfast or lunch with Santa*. (Includes breakfast and admission to Hershey Museum.) From \$79†

FAMILY NEW YEAR'S EVE CELEBRATION

December 31-January 1

Welcome 1999 with your entire family at THE HERSHEY Lodge! Wander through our nostalgic carnival - complete with food, activities, entertainment and unlimited fun. Our package also includes dinner for the family, overnight accommodations and breakfast the next morning. Best of all.... KIDS ARE FREE! From \$109**

WELCOME 1999 NEW YEAR'S EVE PACKAGE

December 31 - January 2

(Two-night minimum stay required.)

Join us for all the festivities starting on December 31 with a New Year's Eve reception, lavish dinner, dessert buffet, dancing to live Big Band entertainment and, of course a champagne toast. This year, a special family-oriented celebration will be held concurrently in another area, while the traditional adults-only party is being hosted in the Chocolate Ballroom. New Year's Day includes brunch, dancing, dinner buffet and breakfast the next day. From \$134.50**

Special event packages available,
ask your reservation agent.

FOR RESERVATIONS & INFORMATION CALL

1-800-533-3131

All package prices are per person, per night, based on double occupancy and tax and gratuity are excluded. Prices subject to change and are based on availability. Minimum length of stay may be required.

*On select weekends only with limited seating. Call for schedule.

** Single occupancy rates available. Tax and gratuities are included.

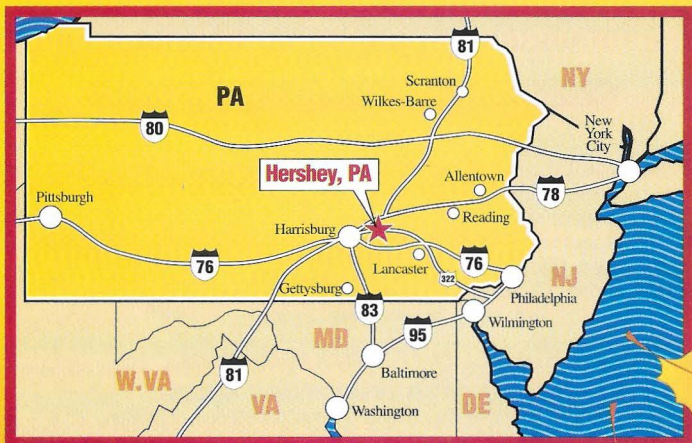
† Tax and gratuities are not included.

Business or Pleasure!



Offering customized packages year round, **HERSHEY®** Resorts will gladly meet your business or social needs. Our seasoned sales team is ready to assist you in planning your special event. Please contact us at (717) 534-8600.

For a Free Vacation Guide
Call 1-800-HERSHEY or
www.800hershey.com



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